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THE SMALL BUSINESS DIRECTORY

PUBLICATIONS AND VIDEOTAPES FOR STARTING AND MANAGING A SUCCESSFUL SMALL BUSINESS

SBA

U.S. Small Business Administration, Office of Business Development

SBA 1.13/4:

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VIDEOTAPES

Each VHS videotape below comes complete with a workbook.

Marketing: Winning Customers With A Workable Plan

This program, developed by two of the country's leading small business marketing experts, offers a step-by-step approach on how to write the best possible marketing plan for your business. You'll also learn the best methods for determining customer needs, how to identify and develop a working profile for potential customers and much more. PLUS... the workbook that comes with each video provides easy-to-follow examples of how to use this information to meet your marketing goals. VT1 $30.00

The Business Plan: Your Roadmap To Success

This videotape teaches you the essentials of developing a business plan that will help lead you to capital, growth, and profitability. It tells you what to include, what to omit, and how to get free help from qualified consultants. You'll also find out what an SBA executive, a venture capitalist, and a banker will be looking for when reviewing your business plan. The workbook that comes with each video includes a checklist of information to include as well as samples of the income statement, balance sheet, and cash flow forecast.

VT2 $30.00

Promotion: Solving The Puzzle

Advertising, public relations, direct mail, and trade shows are the parts of the promotion puzzle. Each piece is important to the whole and each piece works to reinforce the others. This videotape and workbook package shows you how to put the pieces together to present a sound promotional plan aimed at targeting new customers, increasing sales and getting the most for your promotional dollar. Learn how to choose the best advertising medium for your needs, write a press release that grabs attention, and much more. VT3 $30.00

PUBLICATIONS

PRODUCTS/IDEAS/INVENTIONS

Ideas Into Dollars

This publication identifies the main challenges in product development and provides a list of resources to help inventors and innovators take their ideas into the marketplace.

PI1 $2.00

Avoiding Patent, Trademark And Copyright Problems

Learn how to avoid infringing the rights of others and the importance of protecting your own rights. PI2 $1.00

Trademarks And Business Goodwill

Learn what trademarks are and are not and how to get the most protection for your commercial name. PI3 $1.00

FINANCIAL MANAGEMENT

ABC's Of Borrowing

This best seller tells you what lenders look for and what to expect when borrowing money for your small business.

FM1 $1.00

Profit Costing And Pricing For Manufacturers

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Basic Budgets For Profit Planning

This publication takes the worry out of putting together a comprehensive budgeting system to monitor your profits and assess your financial operations. FM3 $1.00

Understanding Cash Flow

The owner/manager is shown how to plan for the movement of cash through the business and thus plan for future requirements. FM4 $1.00

A Venture Capital Primer For Small Business

Learn what venture capital resources are available and how to develop a proposal for obtaining these funds. FM5 $0.50

Accounting Services For Small Service Firms

Sample profit/loss statements are used to illustrate how accounting services can help expose and correct trouble spots in business financial records. FM6 $0.50

Analyze Your Records To Reduce Costs

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Budgeting In A Small Service Firm

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Checklist For Going Into Business

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Inventory Management

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MARKETING

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